

ABSTRAK

ADE PUTRI APRILIA, Hubungan Antara Harga dan Lokasi Dengan Keputusan Pembelian *Kentucky Fried Chicken* (KFC) di *Arion Mall* pada Mahasiswa Fakultas Ekonomi Universitas Negeri Jakarta

Penelitian ini dilakukan di Fakultas Ekonomi, Universitas Negeri Jakarta, kurun waktu 6 bulan terhitung sejak Januari sampai dengan Juli 2019. Tujuan penelitian ini yaitu untuk mengetahui hubungan antara harga dan lokasi dengan keputusan *Kentucky Fried Chicken* (KFC) di *Arion Mall* pada Mahasiswa Fakultas Ekonomi Universitas Negeri Jakarta. Teknik pengambilan sampel yaitu *Purposive Sampling* sebanyak 111 orang. Persamaan regresi yang dihasilkan $\hat{Y} = 11,10 + 0,55X_1 + 0,50X_2$. Uji persyaratan analisis yaitu dengan uji Kolmogorov-Smirnov dengan tingkat signikan (α) = 5% atau 0,05 dan menghasilkan tingkat signifikansi bernilai sebesar 0,080 dan *Asymp. Sig* sebesar 0,075. Karena tingkat signifikansi > 0,05 maka dapat disimpulkan bahwa data berdistribusi normal dan dapat digunakan dalam analisis selanjutnya. Uji linearitas regresi Y atas X_1 $F_{hitung} < F_{Tabel}$ yaitu $1,417 < 3,08$ dan uji linearitas regresi Y atas X_2 $F_{hitung} < F_{Tabel}$ yaitu $1,237 < 3,08$, sehingga disimpulkan bahwa persamaan regresi tersebut linear. Dari uji keberartian regresi Y atas X_1 dan X_2 menghasilkan $F_{hitung} > F_{Tabel}$ $31,599 > 3,08$, sehingga dapat disimpulkan bahwa persamaan regresi signifikan. Selanjutnya dilakukan uji t dan dihasilkan Y atas X_1 $t_{hitung} = 3,585$ dan t_{tabel} 1,65909, Y atas X_2 $t_{hitung} = 3,724$ dan t_{tabel} 1,65909. Koefisien deteminasi Y atas X_1 dan X_2 yang diperoleh sebesar 0,369 yang menunjukan bahwa 36,9% variabel keputusan pembelian ditentukan oleh harga dan lokasi.

Kata kunci: Keputusan Pembelian, Harga, Lokasi

ABSTRACT

ADE PUTRI APRILIA, *Relationship between Price and Location with Purchase Decision kentucky fried chicken (KFC) in Arion Mall in The Faculty of Economics Student State University of Jakarta*

This research was conducted at the Faculty of Economic, State University of Jakarta. The period of 6 months from January to July 2019. The purpose of this study is Relationship between Price and Location with Purchase Decision kentucky fried chicken (KFC) in Arion Mall in The Faculty of Economics Student State University of Jakarta. The purpose of this study is to determine Relationship between Price and Location with Purchase Decision kentucky fried chicken (KFC) in Arion Mall in The Faculty of Economics Student State University of Jakarta. Sampling technique that is Purposive Sampling counted 111 people. The resulting regression equation is $\hat{Y} = 11,10 + 0,55X_1 + 0,50X_2$. Test requirement analysis that is test of normality with Kolmogorov-Smimov test with significant level (α) = 5% or 0,05 and yield significant level of Y value equal to 0,080 and Asymp. Sig 0,075. Because of the significant level of these three variables > 0.05 it can be concluded that the research data is normal distributed and can be used in subsequent research. Test linearity regression of Y over X_1 produce $F_{arithmetic} < F_{table}$ is $1,501 < 3,08$ and linearity test regression of Y over X_2 produce $F_{arithmetic} < F_{table}$ is $0,850 < 3,08$, so it is concluded that, the regression equation is significant. From the significance test of Y regression over X_1 and X_2 generate $F_{arithmetic} < F_{table}$ is $31,599 > 3,08$, so it is concluded that, the regression equation is significant. Then t test and produced and produced Y over X_1 $t_{arithmetic} = 3,724$ and $t_{tabel} 1,65909$, Y over X_2 $t_{arithmetic} = 3,724$ and $t_{tabel} 1,65909$. Coefficient of determination Y over X_1 and X_2 obtained by 0,369 indicating that 36,9% of purchasing decision variables are determined by price and location.

Keyword: *Purchase Decision, Price, Location.*